









Disclaimer

Big Ideas is a visionary brainstorming exercise for a 21st Century City. While many Big Ideas proposed in this publication involve private property, they are only conceptual in nature and should not be construed as a plan for public acquisition or a mandate for the redevelopment of private property. Some Big Ideas may also involve public investment, private investment and/or public/private partnerships. Decisions will be vetted in public meetings and may require City Council action.

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CONTENTS

History in the Making

Big ideas from the past and other places pages 4 & 5

Big Ideas Around Raleigh

Past and present pages 6 & 7

Raleigh 1879 and Raleigh 2030

pages 8 & 9

World-Class Welcome

Iconic structures, gateways, landmarks, public art pages 10 & 11

City Places for People

Parks, meeting places, people places pages 12 & 13

Transportation of All Kinds

Alternative means of transportation, transit and transit-oriented development pages 14 & 15

Capital Boulevard Redesigned for Living

A model for new development patterns pages 16 & 17

Downtown 24/7

The vital center of the region pages 18 & 19

Downtown South

Parks and an entertainment center page 20

Kids City 2008

page 21

Big Ideas Participants and Their Ideas

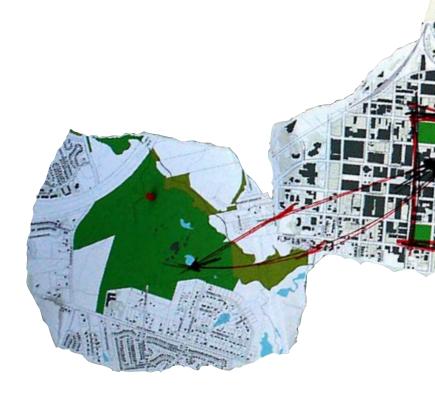
page 22

Top Twenty Big Ideas / Credits & Acknowledgments

page 23

August 2008







Make no little plans; they have no magic to stir men's blood and probably will themselves not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will not die.

— Daniel Patrick Burnham(1846-1912), influential American architect and city planner

In the spring of 2008, Raleigh residents of all ages gathered to share their Big Ideas for the future of Raleigh. In venues ranging from a tavern on Moore Square to Marbles Kids Museum, the atmosphere in each session was electrified with creativity, energy, and civic pride.

This publication pays tribute to these creative people and their Big Ideas.

ideas RALEIGH

HISTORY INTHE MAKING

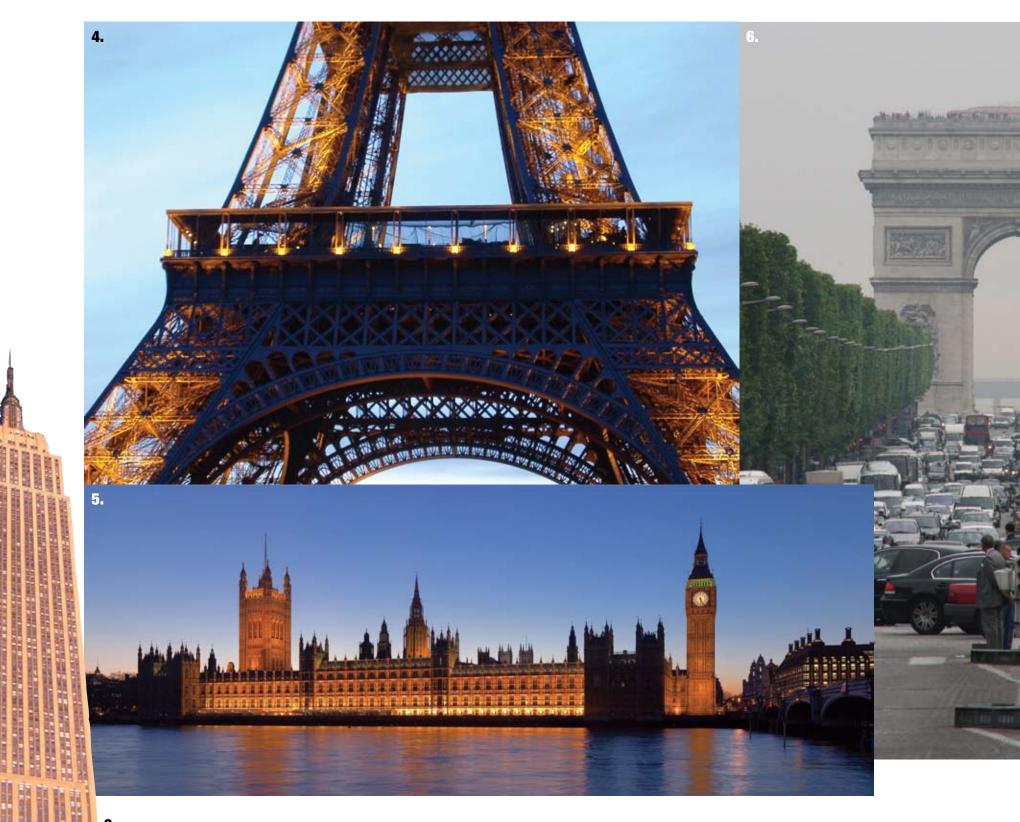
From the beginning of human history Big Ideas have shaped communities and cities around the world. Often a big idea becomes a big reality, a wonder of the world, or a hometown distinction.



WEARE
MAKING
NEW
HISTORY



- & 2. World's Columbian Exposition, Chicago, 1893.
 The Chicago Columbian Exposition was, in large part, designed by Daniel Patrick Burnham and Frederick Law Olmstead. Many progressive concepts of city planning were used in the design of the exposition.
- 3. Empire State Building, New York City, completed in 1931, was for many years the tallest building in the world. It is tied in the public imagination with the giant ape, King Kong.
- 4. The Eiffel Tower, Paris, was built between 1887 and 1889 as the entrance arch for a world's fair. When constructed it was much criticized as ugly and out of context. Many people wanted it demolished, but eventually it grew to be a much-loved icon.
- 5. The Houses of Parliament, London, were the work of the architect Sir Charles Barry (1795–1860) and his assistant Augustus Welby Pugin (1812–52). The buildings are dramatically sited on the Thames.
- 6. The Arc de Triomphe, Paris, is the linchpin of a sequence of monuments and grand thoroughfares on a route which extends from the Louvre Palace to the western outskirts of Paris. It was built during the reign of Napole





- 8. Brooklyn Bridge, New York City, was completed in 1883. It was the first suspension bridge built in the United States. A week after it opened, a rumor that the bridge was about to collapse caused a stampede in which 12 people died.
- Sydney Opera House, Australia. The design was based on a competition winning entry by Danish architect Jørn Utzon. Midway through construction a political controversy erupted over the project which eventually led to the resignation of the architect.
- 10. The Trevi Fountain. The baroque fountain at the juncture of three roads marks the terminal point of the Aqua Virgo, one of the ancient aqueducts that supplied water to ancient Rome. This is the site of Anita Ekberg and Marcello Mastroianni's drenching

in the film "La Dolce Vita."

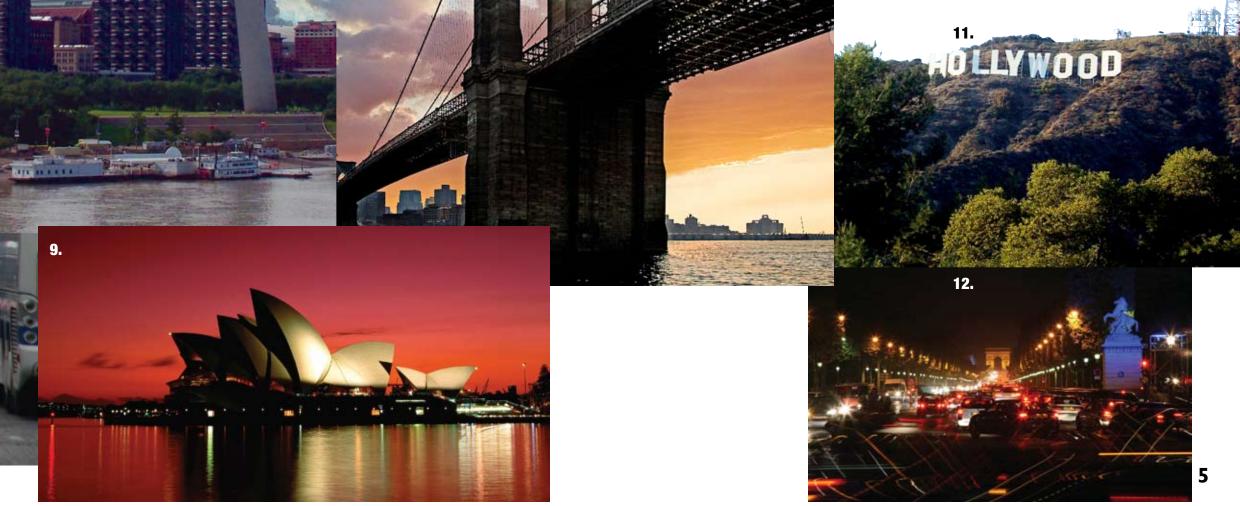
- 11. The Hollywood Sign, Los Angeles, California, spells out the name of the area in 50 foot high letters. It was created as an advertisement in 1923.
- 12. The Champs-Élysées and Arc de Triomphe, Paris, at night.

8.



More Big Ideas:

Seattle Space Needle
San Antonio Riverwalk
Central Park
Golden Gate Bridge
London Ferris Wheel
Sagrada Familia Barcelona
Olympic Stadium Beijing
Burj Dubai (Dubai Tower)



BIG IDEAS AROUND RALEIGH

Raleigh has had more than its share of Big Ideas. In the 1950s, the Big Idea was Research Triangle Park. The founders of RTP were great visionaries.

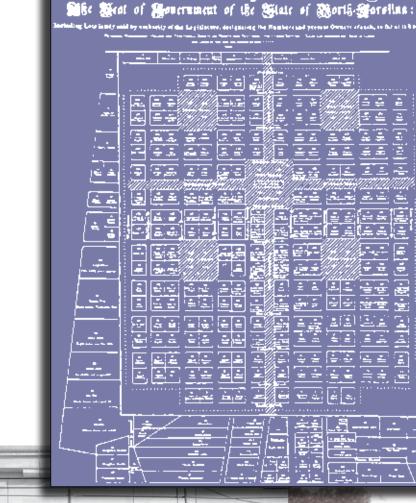
Over in the pinewoods country between Raleigh, Durham and Chapel Hill there's a big patch of country, about 4,000 acres called Research Triangle Park, chiefly inhabited by farmers, livestock and a few wild animals. The developers of this park now are planning the utilities for an ultimate daytime population of 30,000 persons. Thirty thousand jobs that do not now exist will mean the attraction of some 120,000 to 150,000 people to this area—perhaps another city, potentially the size of Charlotte, by 1980.

—Grady Clay, in a speech before the North Carolina Chapter of the American Institute of Architects, January 23, 1959.

Since then the region has grown 10-fold in people, ideas, and opportunity. It is estimated that in 20 years another 200,000 to 300,000 people will call Raleigh home. Which of those big ideas discussed in Spring 2008 will become big realities for future generations?

Read on for a glimpse at the wellspring of transformative ideas exchanged among participants at the brainstorming sessions, and which are captured here under the following broad headings:

- World-Class Welcome
- City Places for People
- Transportation of All Types
- Capital Boulevard Redesigned for Living
- **Downtown 24/7**



Plan of the City of Raleigh,

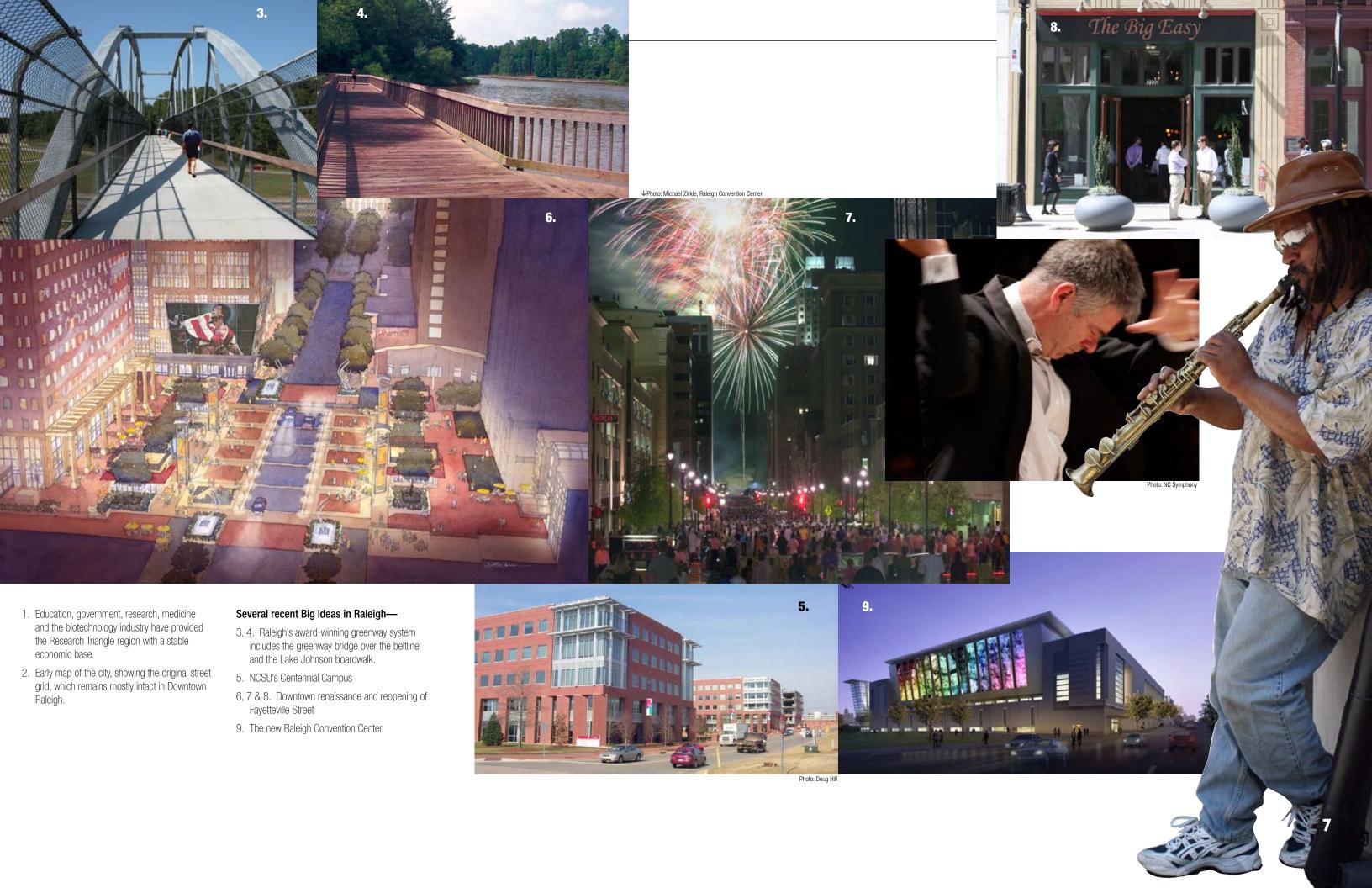




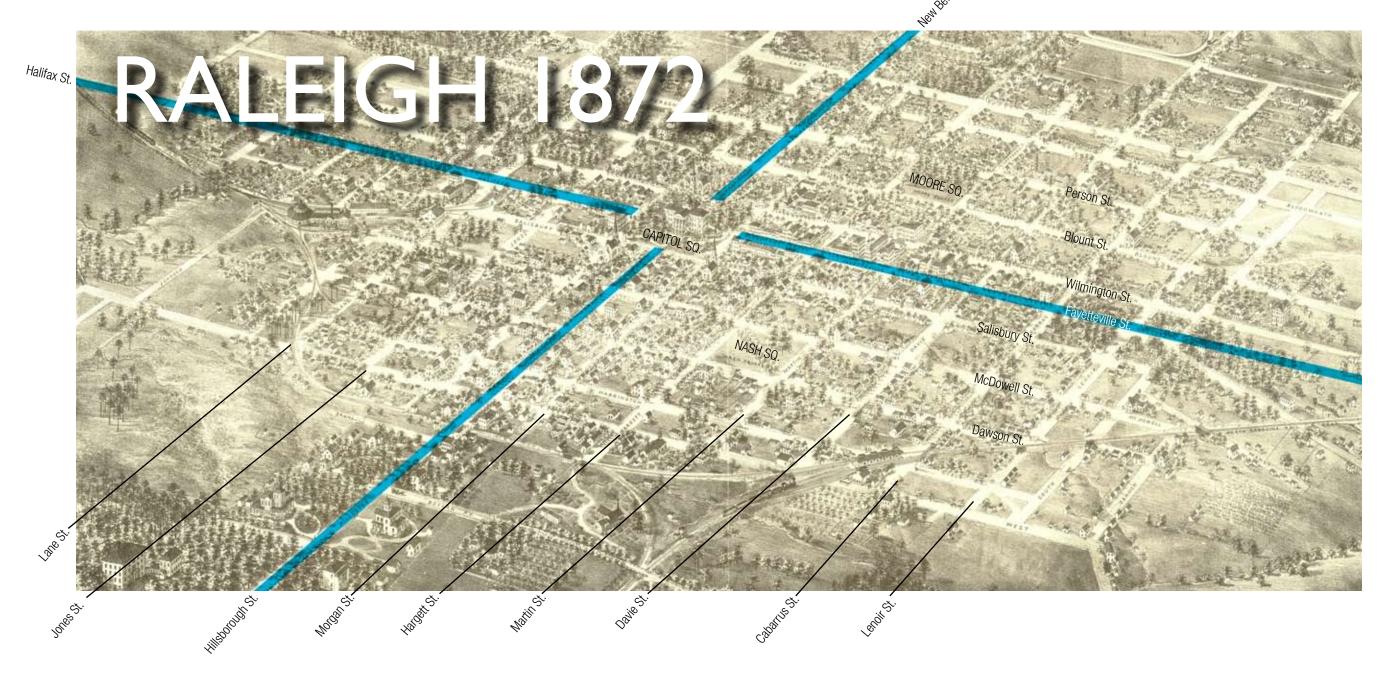








8







Looking north from the corner of Fayetteville and Martin Streets, 1910.



Looking north from the same spot today.



Fayetteville Street anticipates a 1919 Veterans Parade.

RALEIGH 2030 Rendering: Scott Lagstrom



The Fayetteville Street of today is again central to the life of the city.



The 100 block of Fayetteville Street in 1915 looking south.



Today's unobstructed view south toward Memorial Auditorium.



- Redevelopment of the Capitol Boulevard corridor could feature open spaces, man-made river walk, rail transit, and new development.
- Archways could be used as gateways to various parts of the city, providing landmarks and public art.
- The Multimodal Transportation facility on the west side of downtown shown as a transfer point for high speed rail, commuter rail, light rail, and buses.
- The "Triangle Towers" monument project: a group of three tall landmark structures at the southern entrance to Downtown. The buildings would feature observation decks and sky-walk connections.
- One of the most commonly suggested big ideas was the need for a sports venue downtown, either an arena or a stadium.

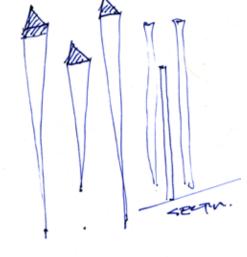
WORLD-CLASS WELCOME

Iconic Structures, Gateways, Landmarks, Public Art

Think about the Eiffel Tower, Golden Gate Bridge and the Empire State Building. Think about North Carolina's State Capitol, Raleigh's Progress Energy Center for the Performing Arts, and the North Carolina State University Bell Tower. Think again about the iconic structures, gateways, landmarks, and public art that, in the future, will give people visiting this great city a world-class welcome and a unique experience, assuring them they are indeed in Raleigh, NC.

- "Triangle Towers" monument project: a group of three tall landmark structures to mark downtown, offering an observation deck and light features.
- Redevelop Five Points with mixed use/entertainment, traffic circle, iconic sculpture in a round-about.
- Make the squirrel the city mascot and place squirrel statues (all very eclectic) all over the City of Raleigh.

• LED lights to illuminate downtown, or lights at the corners of buildings.

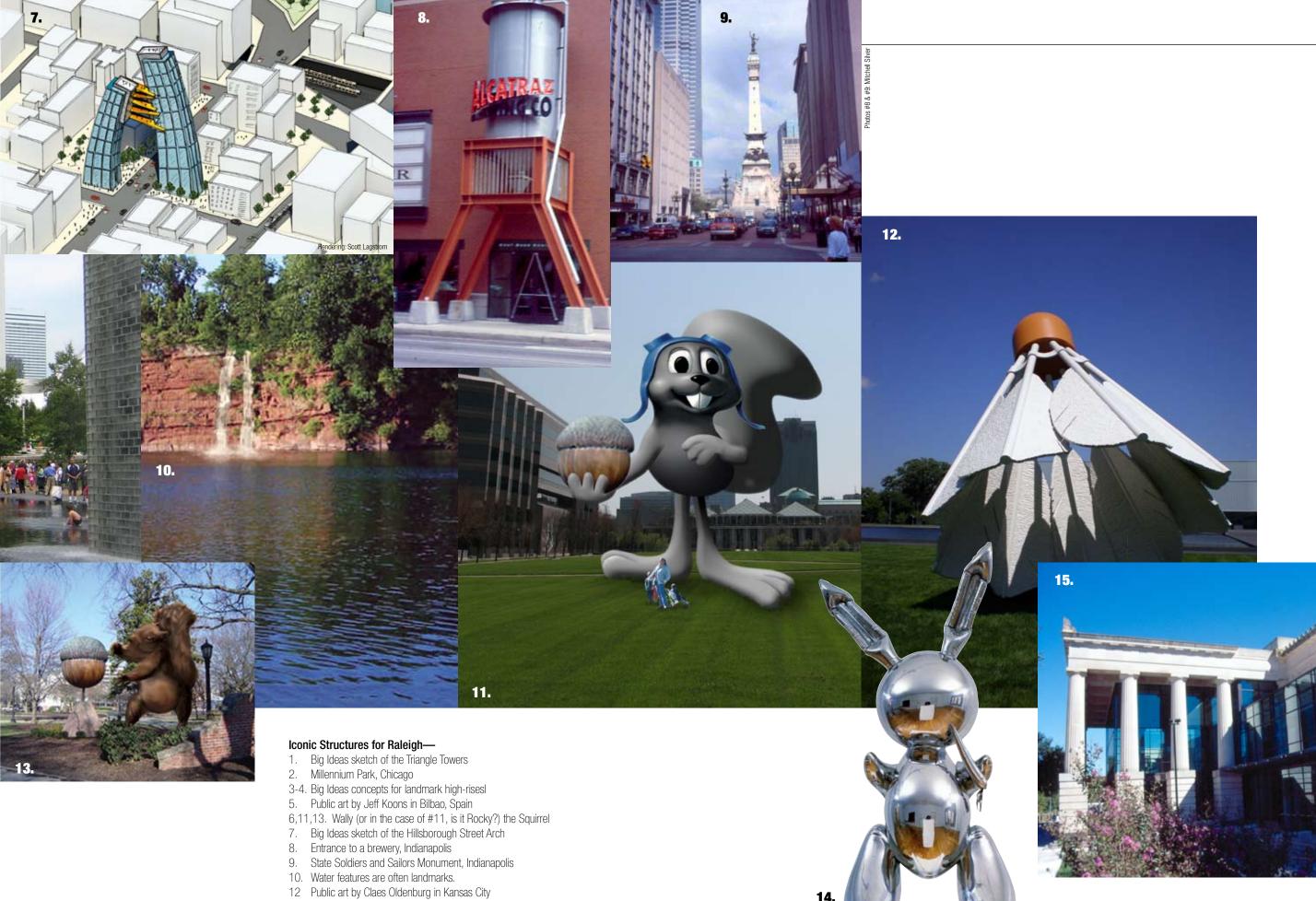












14. "Rabbit" by Jeff Koons15. Raleigh's Performing Arts Complex

ideas RALEIGH

CITY PLACES FOR PEOPLE



• Manmade lake south of downtown and west of the performing arts complex, ringed with restaurants.

• Theme park on both sides of the Neuse just north of I-540.

• Doll house village as an interactive park for families.

• Transit/green print/sustainable village across rail tracks from State Fairgrounds.

Other remarkable Big Ideas from our creative crowd of big thinkers include:

• Create an "emerald necklace" of parks and greenways, including "urban greenways."

• Emphasize the natural terrain of the city. Daylight all streams and use these and ridges as a natural conduits of health and creativity.

• Build pedestrian bridges across the Neuse River.









TRANSPORTATION OF ALL KIND



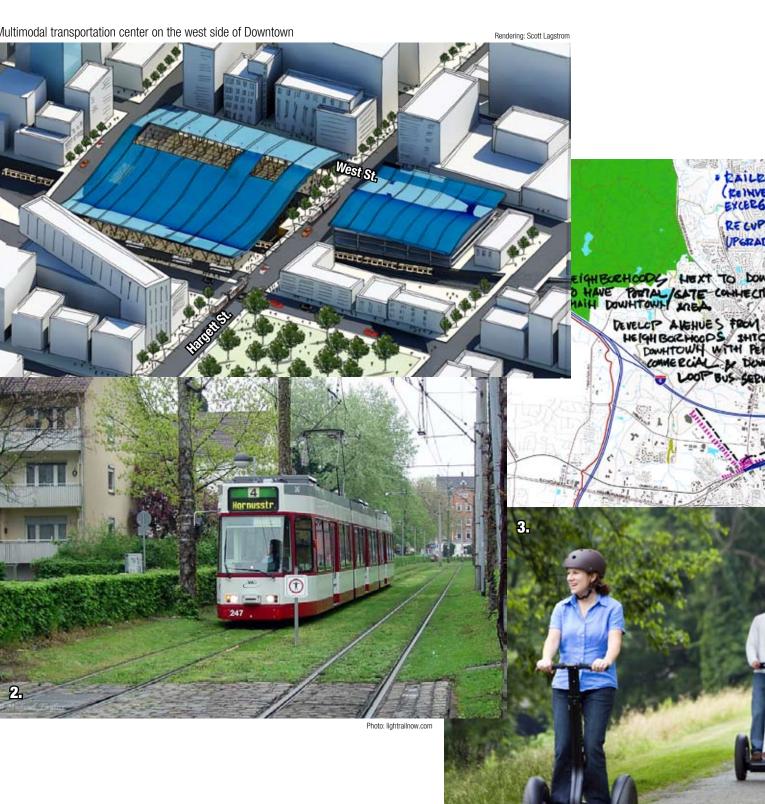
Alternative Means of Transportation, Transit, and Transit-Oriented Development

The nation is poised for a fundamental overhaul of our systems of transportation and of land and energy use. Raleigh is planning for development patterns to provide for more use of transit, pedestrian, and bicycle transportation. Citizens were overflowing with big ideas on new ways to move.

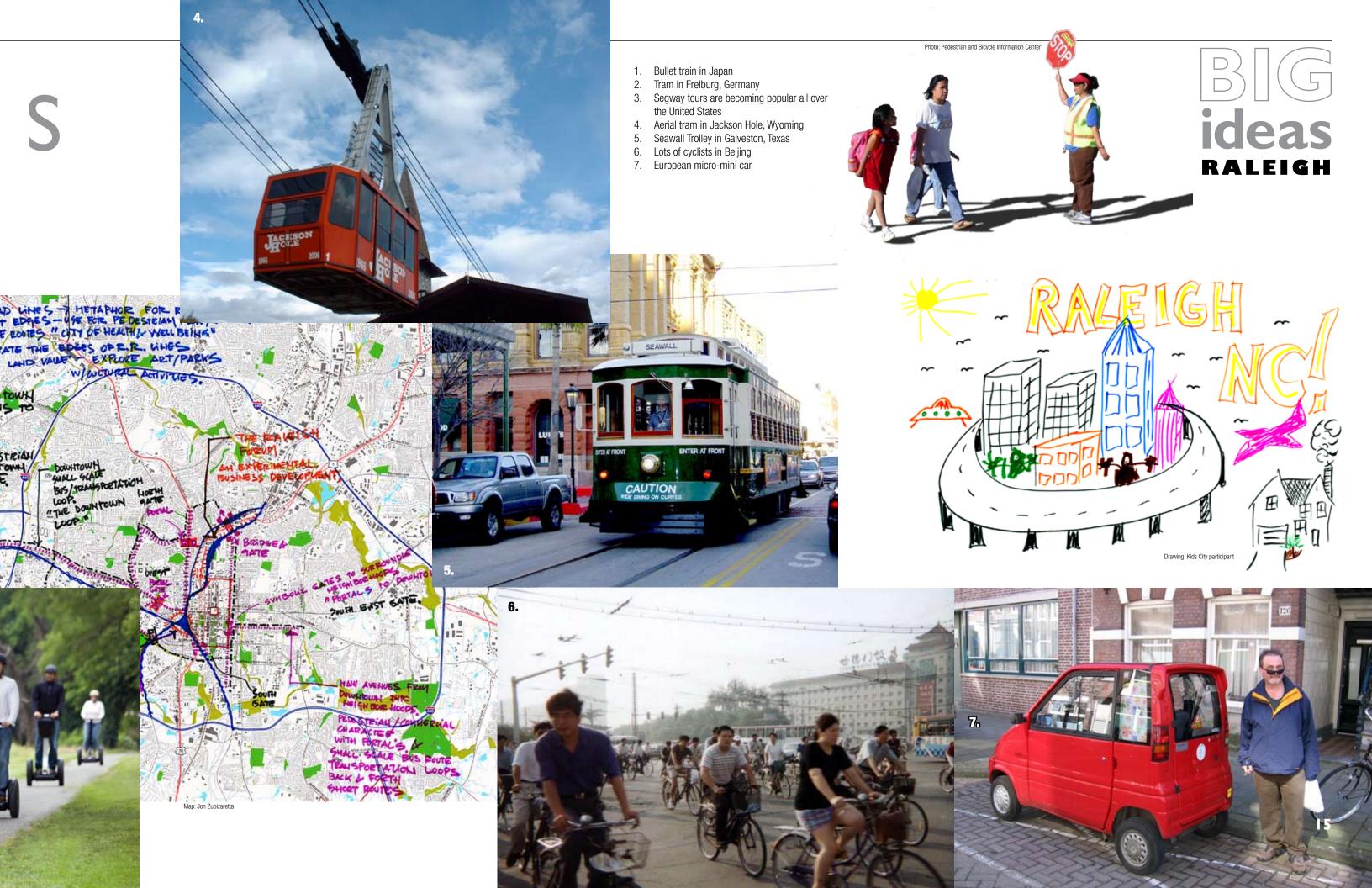
- Connect Glenwood South, Five Points, Crabtree, Brier Creek, North Hills and beyond (north on Six Forks) with trolley cars.
- Run light rail from Fayetteville Street through the Glenwood Avenue corridor, connecting downtown with the RDU airport, RTP, and Durham.

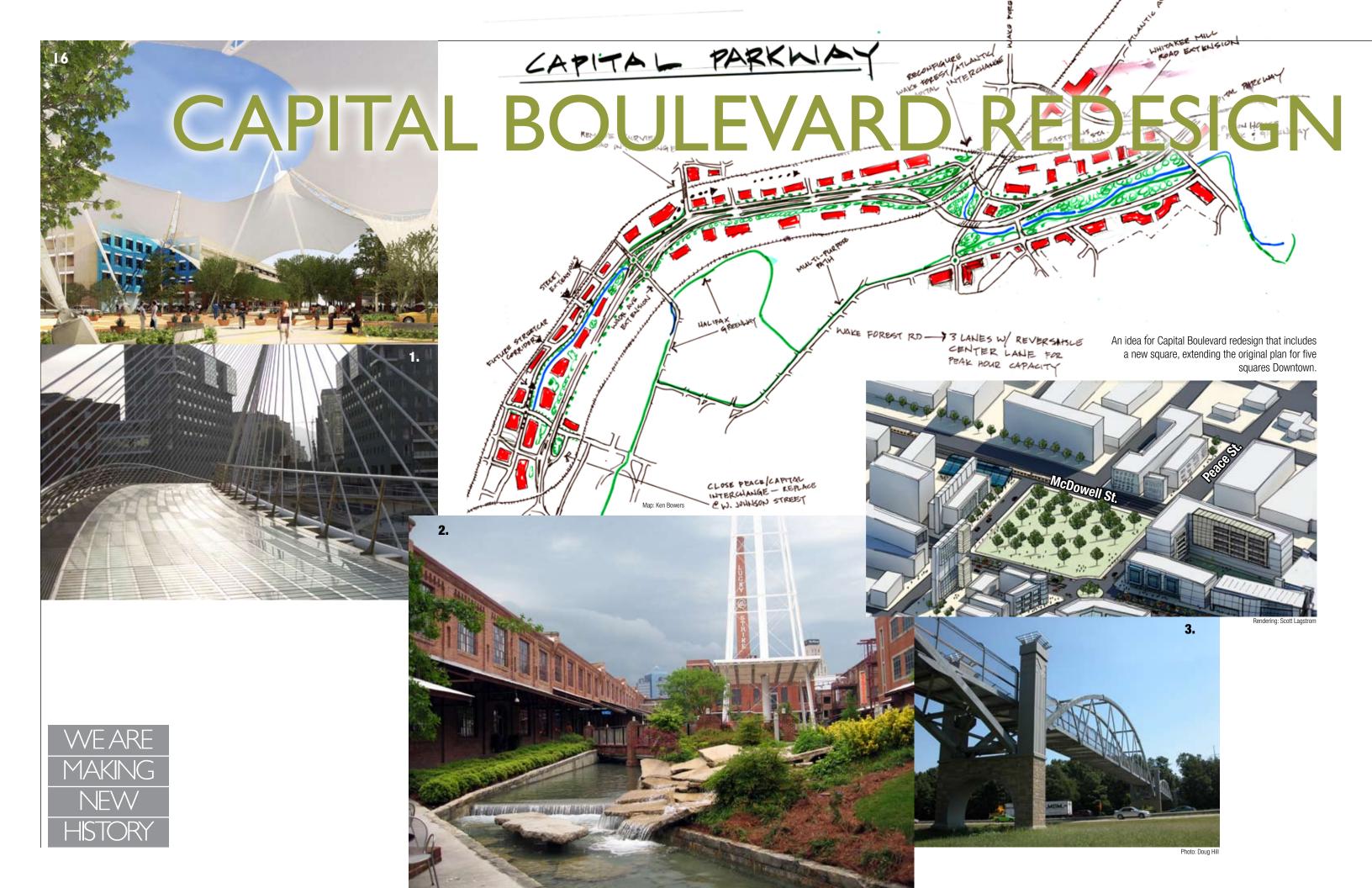
Create "Glenwood North," a high intensity mixed-use corridor outside the Beltline
 along the existing Glenwood Avenue.











ED FOR LIVING





A Model for New Development Patterns

Just imagine: transforming a linear swath of underperforming real estate straddling a brutish traffic corridor, to a green parkway embraced by new urban-scale development and open space. Read on for new ways to experience traveling downtown along Pigeon Creek:

- Redevelop the corridor for high-intensity mixed uses and parks.
- Redevelop Capital Boulevard and Pigeon House Creek as a boulevard with a river walk.
- Incorporate public art, including an "art wall" and numerous east-west vehicular and pedestrian railroad overpasses into a Capital Boulevard redevelopment plan.
- Use a full-boulevard treatment between Fairview and Brookside Streets.
- 1. Swansea Sail Bridge, U.K.
- American Tobacco Campus, Durham
- 3. Greenway overpass, west Raleigh
- 4. Avenue des Champs d'Elysees, Paris
- 5-6. Renovated industrial buildings on Capital Boulevard include the Cotton Mill (5) and Urban Ministries of Wake County (6).







• Avenues should connect downtown with neighborhoods.

• Strengthen and expand the original Christmas Plan

by adding eight new full-block squares.



DOWNTOWN SOUTH

Since 1792, Raleigh has grown from 400 acres to 145 squares miles. Compared to other similarly-sized cities, Raleigh's downtown is extremely small. To offer the city center vibrancy of a 21st Century City that can compete on a global stage, Raleigh's downtown needs to grow and expand.

One big idea is expand downtown south of MLK towards I-40 from Lake Wheeler Road (and the Dix campus) to the railroad right of way east of Wilmington Street.

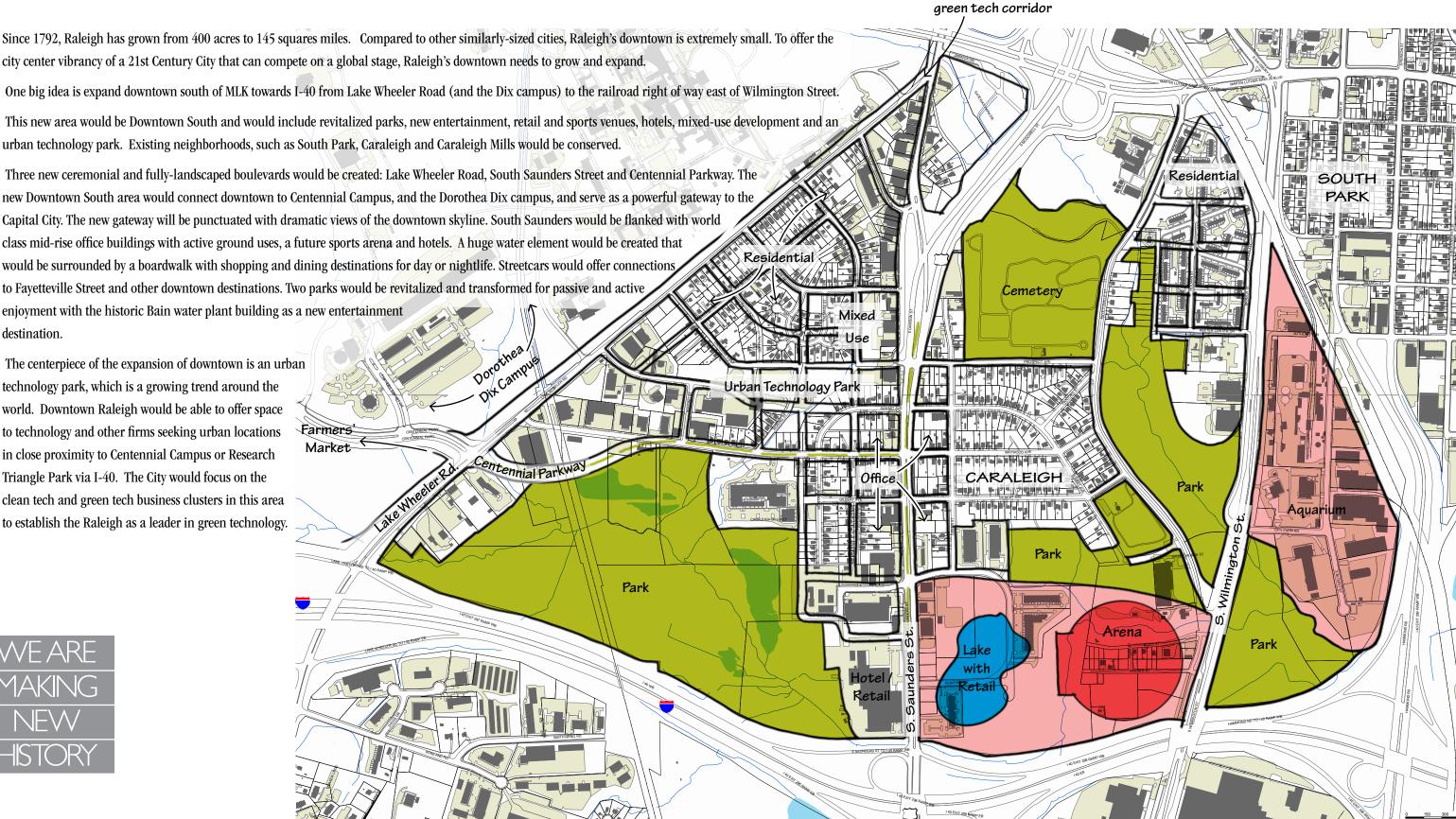
This new area would be Downtown South and would include revitalized parks, new entertainment, retail and sports venues, hotels, mixed-use development and an urban technology park. Existing neighborhoods, such as South Park, Caraleigh and Caraleigh Mills would be conserved.

new Downtown South area would connect downtown to Centennial Campus, and the Dorothea Dix campus, and serve as a powerful gateway to the Capital City. The new gateway will be punctuated with dramatic views of the downtown skyline. South Saunders would be flanked with world class mid-rise office buildings with active ground uses, a future sports arena and hotels. A huge water element would be created that would be surrounded by a boardwalk with shopping and dining destinations for day or nightlife. Streetcars would offer connections to Fayetteville Street and other downtown destinations. Two parks would be revitalized and transformed for passive and active

destination.

The centerpiece of the expansion of downtown is an urban technology park, which is a growing trend around the world. Downtown Raleigh would be able to offer space to technology and other firms seeking urban locations in close proximity to Centennial Campus or Research Triangle Park via I-40. The City would focus on the clean tech and green tech business clusters in this area to establish the Raleigh as a leader in green technology.





clean tech /

KIDS CITY 2008

PLANNING RALEI

What's the future of Raleigh from a kid's perspective? In an effort to educate kids on the role each person can play in how communities grow, the Raleigh Department of City Planning partnered with Marbles Kids Museum on May 3, 2008 to host the first Kids City Planning Day.

The event introduced children to city planning. Throughout the day, kids 10 and under used recycled boxes, construction paper, string, tape, crayons, markers and other creative tools to construct their ideal city on a grid that spanned the museum's first floor. Over the course of the day, the city grew from a small 18th

century "planned" capital city to a 21st century metro area. Mentors and planning experts helped guide activities and the city's growth throughout the day.







Big Ideas Participants and Their Ideas

BIG IDEAS WEEK Frank Holyfield participants **Heather Hesketh** Adam Cochran **Helen Lee Tart** Aimee Holtsclaw **Holly Yanker** Alv Khalifa Holton Wilkerson **Andy Andrews James Brantley Ann Cabell Baum** JD Long Anderson Jeddiah Gant **Antoine Ponton** Jeff Dennie **Ashton Mae Smith** Jennifer Lee Bill Johnson Bonchak **Billy Warden** Jennifer Wagner Bob Mosher Joe Piccirilli Brian O'Haver John Kelly **Brian Starkey** John Watts **Carl Dawson** Jon Zubizarreta Carla Radoslovich Jonathan Bonchak Delcambre Jonathan Parker **Carter Pettibone** Jordan Petersen Cecelia Murphy JP Reuer Celen Pasalar Juanita Shearer-Chris Dell Swink Chris Iser Karl Rogers Chris Johnson **Ken Bowers** Crash Gregg Kris Larson Dan Becker Kvle Reece Dan Douglas Lee Moore Dana McCall Lee Tripi David Diaz Lisa Jones David Eatman Lisa Mischley David Lubitz Loren Gold David Shouse Luke Wallenbeck Dona Stankus Mark Hubbard Doug Redford Mark Senoir **Duane Verner** Mary Ann Baldwin Eleanor Oakley Matt Bowens Elizabeth Alley

Michael Stevenson

Many people passed through one or more of the three Big Ideas events.

This is a list of attendees who signed up or were otherwise documented.

Michele Grant

Mitchell Silver

Eric Lamb

Erin Gillespie

Nilda Cosco Parker Swann **Patrick Hart Paul Reimel** Pete Pagano Randy Roberson Robert Hoyt Robin Moore **Rodney Swink** Ryan Schaeffer Sia Hutchinson Stan Fowler Steve Champeon Terry Rekeweg **Thomas Crowder** Todd Delk Trisha Hasch Ty Beddingfield Vincent Whitehurst

Zeke Creech

SOME BIG IDEAS

This list, though not comprehensive, gives a flavor of the array of ideas voiced at the Big Ideas events.

- Each neighborhood would have a common outdoor space connected to the greenway system
- Trolley cars connecting Glenwood South, Five Points, Crabtree, Brier Creek, North Hills (and thence north on Six Forks), Favetteville Street
- Weekly craft market downtown
- Downtown park, use of rooftops as open space, downtown library
- City market in the old Greenshields space. Segways for public use, "no hands king" sculpture
- Complete the streetgrid between Glenwood South and State Government complex, make Hillsborough Street something like Monument Avenue in Richmond, daylight Pigeon House Creek on both sides of Peace Street
- Redevelop Five Points with mixed use/entertainment, traffic circle, iconic sculpture in roundabout
- Manmade lake west of the performing arts complex, ringed with restaurants: adaptive reuse for building(s) at Dix for large art center: performance, artists' studios
- Park, artists colony, amphitheater at Dix
- Downtown sports arena
- Space to "kick-start" independent businesses such as bookstores
- Crafts museum, downtown annex for Museum of Art, combined with State visitors center. Convert Market and Exchange Streets (allevs) into urban oases, like Palev Park in NYC. Public art as a group around one of the intersections on Fayetteville Street... sculptures of the seasons, four fountains?
- Connect Carson and North Blount Streets, across Capital Boulevard, even if only a pedestrian bridge
- Tear down the Archdale Building and replace with public art, fountain, or some other entry feature
- Downtown library, grocery store. Arts initiatives: installations and murals. Distinct downtown districts.
- Need unique recognizable icon, grocery story and library
- Make the squirrel the city mascot and place squirrel statues (all very eclectic) all over the City of Raleigh

- Satellite-controlled car pods that roam the streets, for transportation on demand.
- Comprehensive transit system for the city, with high-frequency bus service, light rail, street cars, all our own system, not dependent on regional effort. Commuter rail and some high frequency bus service would be regional.
- Develop a high-density student village near the Arena.
- Circular water feature surrounded by boardwalks and vertical mixed use buildings, adjacent to a new arena. "Triangle Towers" monument project: group of three tall, landmark structures to mark downtown, using light and having an observation deck. Extend the downtown grid southward...replace freeway aspects of MLK Jr. Blvd. with walkable streets. Redevelop and intensify arena/State Fairgrounds area, to include a mixed-use village and student housing. Light rail to run through the Glenwood Avenue corridor, connecting downtown with airport, RTP and Durham. Glenwood Avenue outside of Beltline to become a high intensity mixed use corridor "Glenwood North." Extend downtown southwards to I-40, including new arena location. Inside the Beltline transit system, connecting main points in a big circle. Theme park on both sides of the Neuse just north of I-540. Tree sculpture as a wayfinding tool, placed around the city. New wayfinding street markers. Doll house village, similar
- Use the railroad property as exercise and pedestrian circulation spaces to connect downtown and adjacent neighborhoods and develop land adjacent to these corridors for cultural activities. Create portal gates between downtown and adjacent neighborhoods. Redevelop Capital Boulevard for high-intensity mixed uses. Dix property as a park. Edges of downtown should be reinvented. Avenues should connect downtown with
- Reclaim Caswell Square. Move and redevelop Central Prison. Locate Urban Environmental Education Center on Walnut Creek. Alternative energy school and village at 70/401 South split. Transit/greenprint/sustainable village across RR from State Fairgrounds. Make NCSU golf course public. Create an "emerald necklace" of parks and greenways, including "urban greenways."
- Restore Halifax Street and New Bern Avenue to reinforce the original Christmas Plan. Underground through-traffic on Dawson/McDowell so that on the surface these can be reclaimed as complete streets. Develop the Penmarc site as an urban research campus. Replace Capital Blvd, freeway treatment with true boulevard treatment.

- Connect Halifax Street with Fairview and Blount Street with Carson, crossing over the railroad yards. Place new arena on MLK Jr. Blvd. between Blount and Person Streets. Locate new green spaces and public art throughout downtown
- Open the first two floors of the old Wachovia Building to connect Market and Exchange plazas and use the resultant spaces for public dining and music performances. The old Wachovia building could be reworked to house galleries and a library. Redevelop Capital Boulevard south of Brookside for parks and mixed uses.
- Emphasize the natural terrain of the city. Daylight all streams and use these and ridges as a natural conduits of health and creativity.
- Build a railroad viaduct on the west and north sides of downtown and then reconnect the streets otherwise severed and use resultant former RR land for redevelopment. Reestablish the four corners of the Christmas Plan with towers that could be connected with laser beams. Build an amphitheater at the entrance to Dix and re-route Lake Wheeler Road around it. Make South Street an urban greenway connecting Chavis Park to the Dix campus. Build a pedestrian and bike friendly loop road around Crabtree.
- Redevelop Capital Boulevard and Pigeon House Creek as a boulevard with a river walk.
- Replace MLK Jr./Dawson/McDowell interchange with street grid. Have a green roof on multimodal center; this could be a new city park. Re-establish New Bern Avenue as a two-way through street from the Capitol eastward
- Incorporate public art, including an "art wall" and numerous east-west vehicular and pedestrian railroad overpasses into a Capital Blvd, redevelopment plan. A full boulevard treatment could be used for the section between Fairview and Brookside. Close the Capital Boulevard exits at Fairview. Peace and Wake Forest.
- Need for iconic skyscrapers near Convention Center. Promote Raleigh as a green city with the goal of having a zero carbon footprint. Bike racks as public art. Stackable rental cars next to rail transit stops.
- Build pedestrian bridges across the Neuse. Redevelop Halifax Park as an urban community center, with night and weekend users. Locate a visitors center and park at the Dawson/ McDowell split at Lane Street. Incorporate ponds, garden and amphitheater into the blocks just west of the new convention center.



We will explore the following top twenty ideas for possible implementation:

- Redevelop Capital Boulevard as a real boulevard, using Pigeon House Creek for a river walk.
- Build light rail to run through the Glenwood Avenue corridor, connecting downtown with airport, RTP and Durham. Glenwood Avenue outside of Beltline to become a high intensity mixed-use corridor "Glenwood North."
- Extend the downtown grid southward. Replace freeway aspects of Martin Luther King, Jr. Boulevard with walkable streets. Designate a location for a new arena.
- Create an "emerald necklace" of parks and greenways, including "urban greenways."
- Redevelop Five Points with mixed uses/entertainment, traffic circle, iconic sculpture in a roundabout.
- Emphasize the natural terrain of the city. Daylight all streams and use these and ridges as a natural conduits of health and creativity.
- Use trolley cars to connect Glenwood South, Five Points, Crabtree, Brier Creek, North Hills and beyond (on Six Forks) and Fayetteville Street.
- Reinvent the edges of downtown. Avenues should connect downtown with neighborhoods.
- Develop a transit/green print/sustainable village across rail tracks from State Fairgrounds.

- Illuminate and define downtown with LED lights.
- Create a manmade lake west of the performing arts complex, ringed with an esplanade or boardwalk and a mix of uses (nightlife, restaurants, retail, and housing).
- Build "Triangle Towers" monument project: group of three tall landmark structures to mark downtown, using light and having an observation deck.
- Make the squirrel the city mascot and scatter squirrel statues (all very eclectic) around the City of Raleigh.
- Reestablish downtown library and grocery store. Arts initiatives: installations and murals. Distinct downtown districts.
- Erect a giant digital screen for outdoor video gaming competitions.
- Build a pedestrian and bike-friendly loop road around Crabtree Valley.
- Install a giant digital screen announcing all cultural events.
- Erect a ferris wheel or world's first ferris wheel/roller coaster combination.
- Build a doll house village.
- Create a theme park near I-540.



Credits and Acknowledgements

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